

Privacy-first social network

# Case Study

Developing social network  
of new generation, privacy-first.

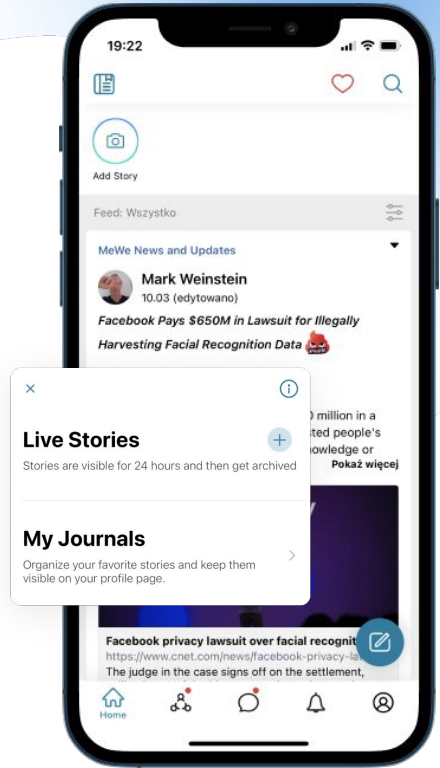
UI/UX design and business development

# Privacy-first social network platform

## Product Overview

Revolutionary social network platform

Engineered with privacy-by-design, it is the revolutionary social network with social features that people love, no ads, no targeting, and no newsfeed manipulation. The Platform emphasizes social sharing where people can be their true, authentic selves. Its members own their data and are customers to serve, and their data is not for sale to advertisers, marketers, or politicians.

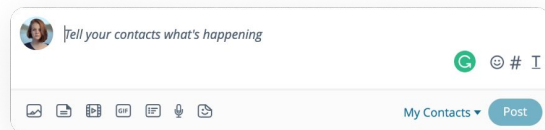


## The challenge

Privacy crisis in social media

What causes fear and uncertainty when using global social media platforms is the issue of **protecting our personal data**. Over the past few years, we have witnessed a data privacy crisis - through leaks, social media has lost our trust.

The Social Network's members have **complete control over what they share** and full ownership of their content and data. The next generation social networking platform does not have the facial recognition features nor news feeds nor content manipulation common on other social media platforms. The Platform's members see every post, chat, comment, etc., submitted by the people, pages and groups they are connected to, in true timeline order.

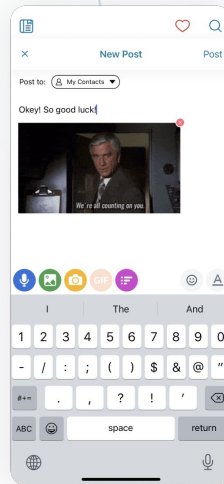
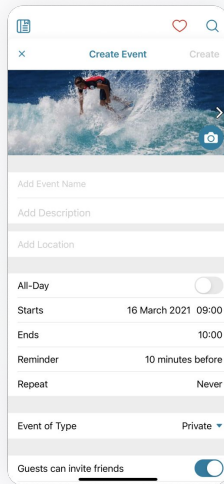
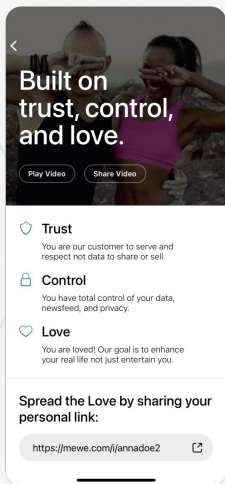
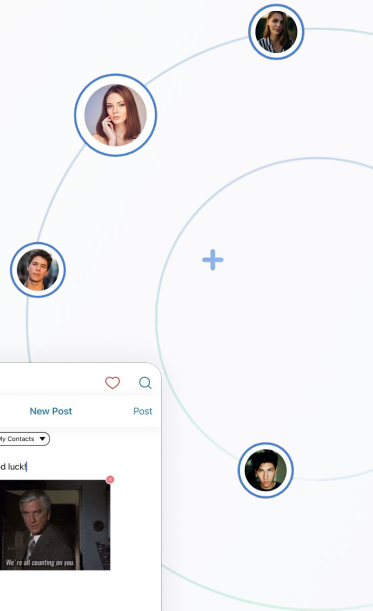


# Project Objectives

Development data-secure platform for thousands of users

Project deliverables were mainly the following:

- Developing a more modern and functional social network platform
- Providing each user with a personal cloud drive
- Simultaneous development of web and mobile applications
- Providing a user with a convenient financial transactions system



## Features

**My Cloud** - a personal cloud. My Cloud has an interactive dashboard where users can control all their posts and store their data.

**Voice integration** - integrated microphone services to use in users' content. Voice integration has launched for you as well as your friends across the platform.

**Dual-Camera Videos** - users can simultaneously show them talking and what they're talking about using their phone's front/back cameras.

**Extended permission control** - users manage permissions in detail and precisely define who can see what to protect their privacy

# Development Process

A fusion of the most recent technologies

Throughout design process of the Social Network, **we focused on taking advantage of most recent technologies available on market.** To build complex social network platform - with both web and mobile versions, we used React and Ember.js for front-end and Scala for back-end.

The list of technologies we used to build the platform includes **Redux, Node, Express, Less, Sass, Handlebars, Ansible, Gulp, JavaScript (ES6, ES7), Lo-Dash, Enzyme, Jest, Karma, Mocha, Immutable.js, Webpack, Npm, GitFlow, Docker, Docker Compose and New Relic.**



## Result

As a result, we managed to design and develop a high-level, modern, secure and edge-cutting social network platform with features that advance social sharing, cloud storage, and both individual and group communication.

Thanks to the security system we provided, users can freely enjoy the Platform without any trackers or cookies spying on them.

Our project contained also a financial transaction system, providing users with versions of features (for example extended cloud storage capacity). Our team has taken care to fully understand business and provide consulting services for clients.

The platform has become highly popular for example in **Hong Kong** due to government surveillance.

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